

STATE OF HIV STIGMA STUDY

2020

EXECUTIVE
SUMMARY



COMPASS
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Fed up with the grossly defamatory and inaccurate media coverage of HIV and AIDS, on November 14, 1985, a group of journalists and writers met to form GLAAD. GLAAD would serve to hold the media accountable for their misrepresentations of those living with HIV, at the time predominantly gay men who were being disparaged and villainized in irresponsible and dangerous reporting.

Over thirty years later, GLAAD has transformed into a dynamic LGBTQ media advocacy organization with a critical and outsized role in accelerating acceptance for all members of the LGBTQ community and other marginalized groups. But, advocating for people living with HIV has never strayed from the core of GLAAD's purpose. Fighting stigma and pushing for 100% acceptance for those living with HIV will always be a critical centerpiece of our work.

That's why this year we launched the State of HIV Stigma Study, a national survey in partnership with the Gilead COMPASS Initiative, a more than \$100M program over 10 years working to address the HIV/AIDS in the Southern U.S. The survey measures American attitudes toward HIV/AIDS and people living with HIV.

The State of HIV Stigma Study found that only half of American adults feel knowledgeable around HIV and that high levels of perceived stigma around HIV still exist. We must change this.

At a time when people living with HIV lead long and healthy lives, and cannot transmit the virus when on effective medications, GLAAD is growing its efforts to increase the visibility of people living with HIV. Thanks to historic grants from Gilead, GLAAD is launching a targeted media advocacy program to center conversations about people living with HIV across mainstream media channels and within the entertainment industry. As LGBTQ activists, we know that seeing yourself represented in the media has an incredible power and that media representation is a critical step in breaking down stigma.

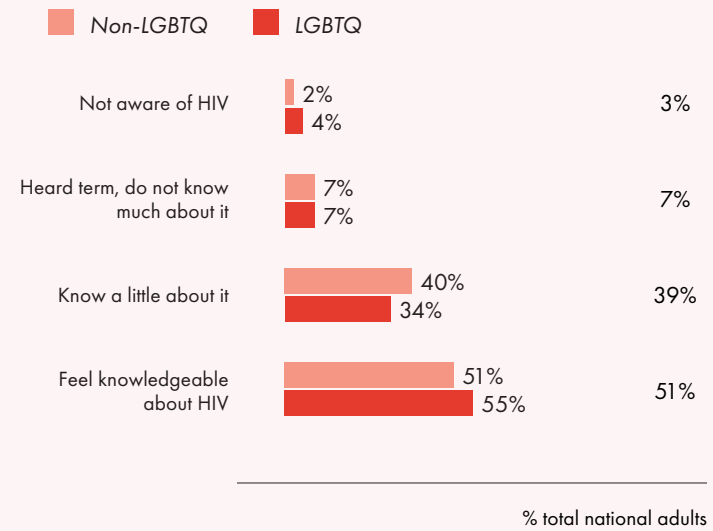
Despite our concerns, I'm heartened by a final, and important finding in the study: support for education and optimism about HIV is incredibly high amongst Americans. Nine in ten of Americans agree that information about HIV should be readily available and a high priority, and that people living with HIV can live productive and happy lives.

Since GLAAD's beginning, breaking the stigma around people living with HIV has been center to our mission, and we're invigorated to continue this critical work.

Sarah Kate Ellis
President & CEO, GLAAD

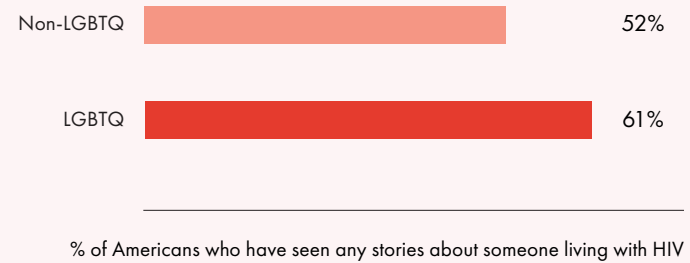
1 How Informed are Americans About HIV?

Only 55% of LGBTQ Americans versus 51% of non-LGBTQ Americans reported feeling knowledgeable about HIV.



2 How Visible Are People Living With HIV?

A higher percentage of LGBTQ people (61%) than non-LGBTQ people (52%) report having seen any stories about people living with HIV in the media.



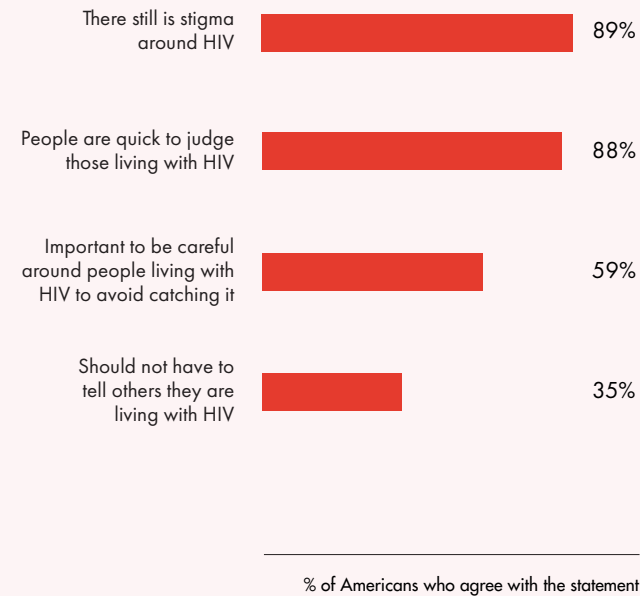
Methodology

The State of HIV Stigma Study was conducted online between November and December 2019, among a national sample of 2,506 U.S. adults, age 18 or over using a sample sourced by Cint (a leading sample supplier and aggregator, with access to over 100 million panel members worldwide).

3 High Stigma Towards People Living With HIV Remains

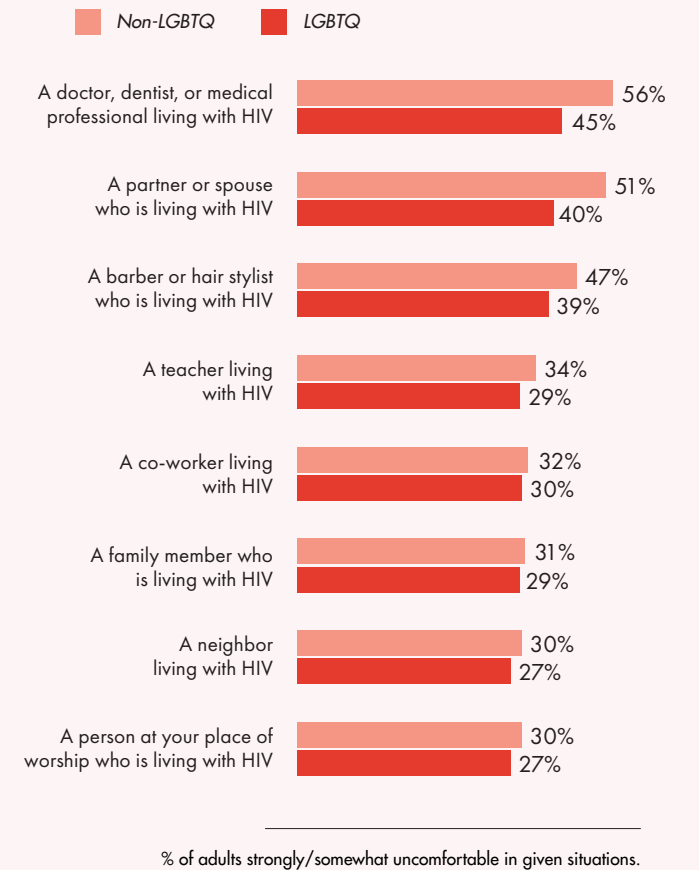
The vast majority of Americans acknowledge that there is stigma around living with HIV, with 89% agreeing that "there still is stigma around HIV," and 88% agreeing "people are quick to judge those with HIV." However, over half of Americans (59%) agree with the stigma-reinforcing statement that it is "important to be careful around people living with HIV to avoid catching it" and only 35% of Americans agree that people living with HIV should not have to disclose their status.

Agree/Disagree

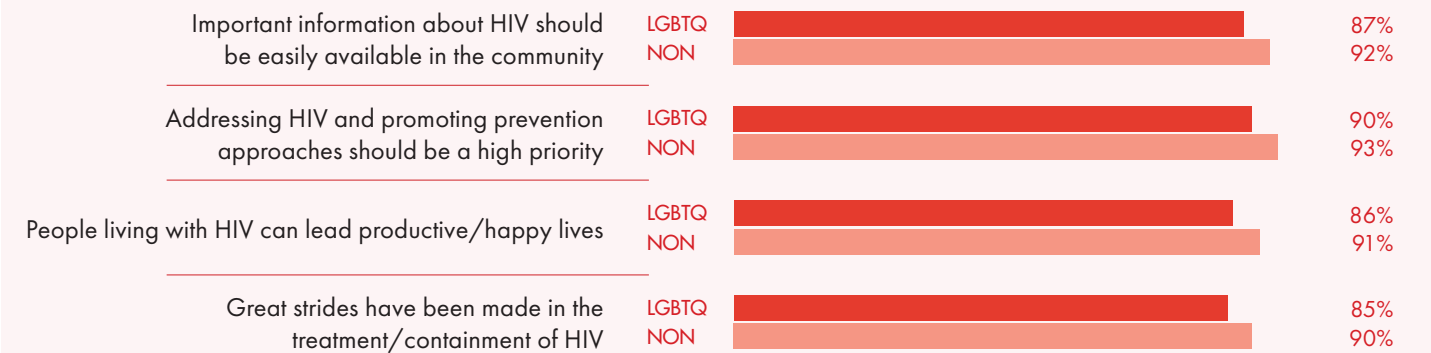


4 Comfort Levels With Those Living With HIV Vary By Situation, LGBTQ Identity

Survey respondents were presented with eight situations to evaluate levels of comfort and acceptance towards people living with HIV. The survey found similar levels of discomfort across regions. Respondents were asked about their comfort levels surrounding people living with HIV, which included the following scenarios:



5 Support for Education, Optimism High Among LGBTQ and non-LGBTQ Americans



GLAAD rewrites the script for LGBTQ acceptance. As a dynamic media force, GLAAD tackles tough issues to shape the narrative and provoke dialogue that leads to cultural change. GLAAD protects all that has been accomplished and creates a world where everyone can live the life they love.

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